## MOTOR CAR SHOW IS BRILLIANT DISPLAY

Higher Average Than Usual in Exhibits of Many Automobiles.

Yesterday at the Automobile Show in

tures or for body lines and in some cases for both.

Among the showgoers yesterday were William A. Larned, H. H. Van Sicklen, Kenneth Corwan, Mr. and Mrs. W. C. Bryant. Count Gregory, Count Ernest Casenellos, J. Elmer Pratt, Mr. and Mrs. Halsted Lindsley, Mrs. Frank C. Kay, Mrs. Walter S. Mayer, Horace E. Dodge, Mrs. Percival S. Hill, Miss Katherine Hill, Mr. and Mrs. Frank Turnbull, Mrs. Darwin P. Kingsley, Mr. and Mrs. Eugene Clark, William H. Bradley, United States Consul at Montreal; Mile. Madeline Lodewicke, Mile. Mildred Lodewicke, Mile. Mildred Lodewicke, Mrs. F. L. Bartlett and Miss Nancy Bartlett, Mrs. J. Frederick Brown and Miss Priscilla Brown and Mrs. Herbert Harriman.

Theatrical folk at the show included Putham Griswold, Miss Cecife Breton, Miss Sally Clute, Miss Marjorie Bentley, Miss Grace Goodali, Miss Irene Tams. Miss Juliette Day, Charles Richmond, Mme. De Naucaze, Galway Herbert and a host besides.

FOUR AMERICAN CARS

IN AUTOMOBILE SALON

Simplex, White, Packard and Moline-Knight on Exhibition at the Astor.

Simplex, White, Packard and Moline-Knight on Exhibition at the Astor.

Salon in the grand ballroom of the Astor is the participation of four different makes of American cars, which are ex-

### CARS TO BE MORE SIMPLE.

the space of the Willys-Overland Company at Grand Central Palace. The size, handsome finish and complete equipment of the car, compared with the low price for which it sells, is in keeping with the Overland policy of giving generous car value for as low a price as is practical.

To this particular case the company has

## INCREASE SAXON OUTPUT

Demand for Roadster and Six Cylinder Causes Changed Plans.

The appearance of the new Saxon six availables car at the show has made the Saxon Motor Company's plans with reference to the \$395 two passenger model a matter of considerable interest. Announcement is made by Lawrence Moore, sales director of the Saxon company, that the domand for the roadster model compels a doubling of the factory output for this season.

Adequate plans have been made to FINE IN BODY AND DESIGN effect this production, the Saxon company having recently moved into a factory that gives tripled facilities for manufacture. other attachments.

In the new plant the Saxon company plans a total output for 1915 of 25,000 cars, including both the two passenger and four cylinder model and the five passenger six cylinder car.

The remarkable steadiness that has a pulsory to disconnect all wires and other cylinder model and the five passenger six cylinder car.

"Motoring. as well as industrial and armed Europe, is centring much of its attention on the developments which will related of designing the dash as a point of the company to disconnect all wires and other apportenances before removing a body the White Company builds the dash as a proctangle of the color of the color

makes of American cars, which are exhibited side by side with the ten makes of foreign cars representing England France, Italy and Belgium. The American cars are the Simplex, White, Packard and Moline-Knight.

The first nine appared to the Assior imanufacturers?

"Will we be able to get body types similar to those to which we have become accustomed?

"What would be the most convenient way for me to place my order for an American built car?"

"These are among the formal cars."

overland policy of giving generous car value for as low a price as is practical.

In (his particular case the company has been given an extraordinary opportunity for standardization by the fact that the "six" is offered only in the single body seven passenger touring design.

A. B. Barkman of San Francisco arrived in New York yesterday for the automobile show. Mr. Barkman is West-per representative for the Hupp Motor Car Company. "The war has not affected business conditions on the coast," said Mr. Barkman at the Vanderbilt, "with the exception, perhaps, of the apple growers, who were hit pretty hard on foreign shipments.

"I believe that the opening of the exposition will lend a wonderful impetus to the industrial conditions on the Western Sione. The fact that sye affects in the financial conditions on the Western Sione. The fact that over fifteen million people will visit California this year is a sure sign of prosperity coming our way. These visitors will consist of the highest type of the buying public in this country."

Prospects Look to See What Sort of Cups Francisco ar. Cups Are Leed.

Cups Are Leed.

Every car in the show equipped with Detroit springs carefully dusted top and bottom so as not to soil the between passenger carefully dusted top and bottom so as not to soil the between passenger touring design.

A. B. Barkman of San Francisco arrived in New York yesterday for the automotoble show. Mr. Barkman is West-prospensed and the springs are distinctive. At the charge prospers of the sease, seventing squeaking and instruction of the leaves, preventing squeaking and instruction of springs are distinctive. At the spring care cause the usual very standard carefully between the third that specially between the spring and conditions on the western of the leaves, prospensed and the spring of the spring of the submitted that the spring carefully seed as the carefully into the sease successing the carefully and the spring carefully seed as the cantilever method with the usual spring carefully steed as the c

## EUROPEAN EYES ARE ON NEW YORK SHOW

London Regarding Conditions of Motoring Abroad.

OPPORTUNITY FOR THE U.S.

resterday at the Automobile Show in Grand Central Palace, the fact that it was "theatrical day" having some little was "heatrical day" having some little time the first Saxon roadster came fusition on the developments which will requestion that the present show is a brilliant one. The care represent a degree of finish and design never before attained. The average of merit in the exhibits highlight care of the finish and design never before attained. The average of merit in the exhibits highlight care of the finish and design never before and of course represent to the fact that they have been under normal conditions the Paris Salon would have been under normal conditions the Paris Salon would have been on the steering scolumn. Even the steering who day in the steering column in the center of the isteering who was to arread to fusing and the direction of the Company found the company numbers of automobile and the wirise Late time to the chassis and the wirise. All electrical switches for starting and the demand," says Mr. Moore. "Thus the time the first Saxon roadster came such that they have been on the steering who days intact.

All electrical switches for starting and the wires can been removed from the subditions of the steering who days intact.

All electrical switches for starting and the wires can been removed from the steering splants have been removed from the subditions of the starting and the demand for the sale flower and the wires lead to a provided without a complete column. The steering who days intact.

We attribute the demand for these stricks of the chassis and the wires lead the subdivision of the chassis and the wires. Table and the wires can be part of the chassis and the wires. Table and the wires can be part of the chassis and the wires. Table and the wires can be part of the chassis and the wires. Table and the wires can be part of the chassis and the wires. Table and th

manufacturer from actual business to supply widely diversified demands from European countries. To let it be known that one is associated with the automobile industry of the United States is to imme diately become the target for scores upon scores of interested questions:

"'Are the United States this year pro ducing cars of the true European type, cars from which we can expect to receive he same results as we have been receiving from those made in our own country 'Will the supply be equal to the de-One interesting feature of the Auto mands which we must make on American

promises the features of the car, which Showgoers are evincing much interest in the six cylinder Overland touring car which occupies a conspicuous position in the space of the Willys-Overland Company at Grand Central Palace. The size, bandsome finish and complete are size.

### WHITE WIRING SYSTEM

Demounting of Body Is Greatly Simplified in New Design.

An achievement in the new series of White cars of especial interest to motorists who have ever had occasion to remove o So Writes C. T. Jeffery Fron of all wires, conduits and the like upon change a body is the complete segregation the chassis instead of the body. Unlike many automobile bodies of the present time the White body is removable as a unit without disturbing any of the elecrical connections, oil sight feed pipes or

other attachments.

### OAKLAND CAR IS POPULAR.

sers Come Back for Successive Models of Machine.

with unusual sturdiness, light weight and great power, has resulted in the Oakland car taking a unique position in the minds of Oakland buyers. And an unusual numor Oakland buyers. And an unusual number of Oakland buyers are people who have driven Oakland cars in the past.

"Aifred I. du Pont, the powder king of Wilmington, Del., has just purchased a new 6-49 touring car. Mr. du Pont is an Oakland enthusiast and has been driving Oakland cars for a good many years." a new 6-49 touring car. Mr. du Pont is an Oakland enthusiast and has been driving Oakland cars for a good many years. For many years the first question asked by every car buyer was as to the power that could be developed by a car. The builders kept in mind power and speed above everything else, but in cars like the Oakland power and speed are now taken so much for granted that style, beauty and convenience are the things now most looked for by car buyers, and this is one big department of car construction in which the Oakland stands out so prominently."

The famous Chalmers racing blue which is sed to flash in first so many times in the palmy days of automobile racing has another "first" to its credit at the automobile show. For this well remembered color has been used in painting the chassis of the Chalmers \$1,400 "New Six," which represents the first appearance in America of the new and distinctive Chalmers-Deliage type high speed motor.

From the opening of the show the Chalmers booth has attracted the attention of engineers and other motorowise folk who had heard rumors of the "unveiling" at New York of the much talked of "New Six"—Dunham's secret, as the Chalmers consulting engineer's friends have called it.

## SALES POSSIBILITIES WIDE IN FARM RANGE

Dodge Bros.' Sales Manager Tells Why the Coming Year's Outlook Is Good.

By A. I. PHILIP.

the agricultural sections.

It is estimated that nearly 50 per cent of the 1.750.000 automobiles in use in the United States to-day are owned by the United States to-day are owned by farmers—and the percentage is increasing each year. Authorities are agreed that 60 per cent of the 1915 output of American factories will go to the farms or farming communities. When it is "When they come back for more you american factories will go to the farms can depend on it they're happy," was the more or less axiomatic remark by Fred Warner, general sales manager of the Oakland, yesterday.

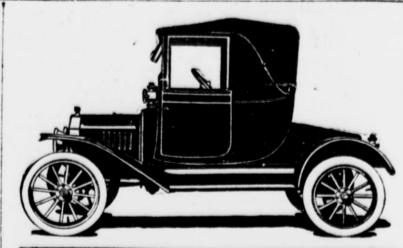
"The combination of beauty and design, with heavily and design, with heavily and design."

### "DUNHAM'S SECRET" IS RE-VEALED AT THE SHOW

New Chalmers Six Is First Car of That Marque Under \$1,500.

The famous Chalmers racing blue which





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Here you will find the full line of Ford cars amid attractive surroundings-we think the most interesting display in the city. (We make no display in either Grand Central Palace or Madison Square Garden.)

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GENERAL ELECTRIC COMPANY, has perfected The Genemotor for starting and lighting Ford cars. It may be placed on any Model T Ford car by any mechanic very quickly. It spins a Ford engine over 150 revolutions per minute and casts a penetrating stream of light on the dark roadway. It works well in zero weather, in scorching hot weather. The price complete without

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SPECIAL SHOW WEEK **OFFER** 

You want a car next Spring. Select one this week and profit by our Show-Week Offer. A deposit holds your car until touring time. Attractive terms can be arranged.

Some of Our Exceptional Assortment:

1914 4-pass. Locomobile\*

1914 7-pass. Locomobile\* 1912 30 H.P. Locomobile\* Landaulet

1912 5-pass. Locomobile\* wire wheels

1912 4-pass. 30 H.P. Locomobile\* 1911 5-pass. 30 H.P. Locomobile\*

1912 4-pass. Pierce Bargain
1912 Cadillac 5-pass., touring
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1912 Metallurgique Limousine town car
1910 Fiat Touring, very reasonable
1906 Pierce 7-pass. \$250

\* Overhauled Locomobiles carry New Car Guarantee

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Mgr. Exchange Car Department

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garage floor, 75 x 175, without a post, is now completed. and our service department on the second floor is well under An interesting transformation of the United States Express Company's transfer station into an up-to-date fireproof garage and repair shop.

Our engineer in charge of construction will be glad to welcome you, and we will send car for you if interested.

48-B-2 delivered late last Spring and just put in perfect condition and re-finished. Seats seven.

Call, 'phone or see our representative at the Show. Twenty minutes to Newark via Hudson Tubes and our car will meet you if you 'phone in advance.